

# The Future of Business: a New Intent

PRESENTING A NEW ETHIC FOR BUSINESS SURVIVAL +  
UNVEILING A TOOL FOR DOING BUSINESS IN CHANGED TIMES

A Free Event With New Solutions, Discussion, and Networking With the Like-Willed  
Karachi. October 28, 2008. The Second Floor Café

The world of business as usual is over. Life on the planet has changed fundamentally. We all know this by now. For grueling details, watch CNN.

But we have a little problem. We don't have the right kind of ethics operating in business. And if we were to re-imagine our businesses and careers today, what tools shall we use? Most known tools are based on old ethics.

**Or so we think. Yet.**

**On Tuesday, October 28th, 2008, let's change our thoughts.**

**NEXT>** is Pakistan's first futurist consultancy with specialization in social design. In association with transformation consultancy **Schuitema**, **NEXT>** brings you a unique opportunity to unlearn the old, dying ethic.

You will learn a fresh approach. And then we'll share with you a practical tool. Because it's no longer a time to be passive. It's a time to create a fundamental shift. A deliberate, active one.

## ***The “Future of Business” Program***

Part One: Talk on **A New Intent**

by Ebrahim 'Etsko' Schuitema of *Schuitema*

Part Two: Presentation of **The People-Centered Model of Business®**

by Ramla Akhtar of *NEXT>*

Part Three: Q & A. Open Discussion. Networking.

by You

### **Ebrahim 'Etsko' Schuitema**



Ebrahim Schuitema is a **thought leader and personal & organizational transformation coach**. He is the author of *Intent: the Core of Being Human*, and *Leadership: The Care & Growth Model*. From corporations in his native South Africa to Pakistan to Dubai – to the farmlands of Africa – to the youth of Karachi, his model of INTENT has taught people and businesses a liberating ethic of change, one based on timeless principles of humanity.

### **Ramla Akhtar**



Ramla is a **social designer, integral futurist, writer**. She works with emerging ideas, global change agents and organizations to create intra-disciplinary designs for the realization of human potential. She owns the futurist consultancy *NEXT>* and is a trend spotter at TrendHunter.com. Her specialization covers social media, entrepreneurship, and grassroots activation of change.

Both the speakers are part of **Globond**: a US-based international network of thought leaders and talented people. It includes the likes of Al Secunda, Dr. Dan Schaefer, Ken Rutkowski, and Kaihan Krippendorff.

**The world is creating collaborative solutions for survival in the face of catastrophe. We, in Pakistan, must move with the waves of change. Now.**

### ***Who's Eligible to Attend?***

It's a free event for leaders from various sectors of life, particularly business. It addresses **enterprise owners**; **senior management** in corporate, government, service and social sectors; and **key decision makers** in these sectors. Because while change occurs at every level, it's greatly leveraged at the top.

### ***How to Register?***

We aim to get audience from across industries and disciplines. We also have just **40 SEATS**. It's first come, and fairly served to assure diverse attendance. To register, send in an email with your name, official designation, name of organization, sector/ industry, and contact including email/ cell number/ land line. To check in on event day, bring your business card. Please.

RSVP: [ramla@nextbyramla.com](mailto:ramla@nextbyramla.com)

With email subject: "The Future of Business"

### ***Venue:***

#### **The Second Floor Café**

6-C, Prime Point Building

Khayaban-e-Ittehad, Phase 7, DHA, Karachi

Phone: 021 538.9273

Email: [info@t2f.biz](mailto:info@t2f.biz)

Map on the web: <http://t2f.biz/wp-content/uploads/t2flocationmap.gif>

### ***Date & Time:***

Tuesday, October 28, 2008

10:00 a.m. – 12:00 noon

***See you!***